

JUSTIFICATION FOR BRAND NAME (Simplified Acquisitions <\$150K)

The service or material listed on *N0016116RC07454* is Brand Name Mandatory and competition is precluded for reasons indicated below. There are no substitutes available for this material or service.

Restricted to the following Brand Name:

Manufacturer: *Riddell All American Sport*

Manufacturer POC & Phone Nr: *Chris Ward 860.839.0942*

Mfr. Address: *669 Sugar Lane
Elyria, OH 44035*

Dealer / Rep: *Same as Above*

Dealer / Rep Address / Phone Nr: *Same as Above*

X Description of the item or service required, the estimated cost, and required delivery date.

Background:

The Naval Academy Preparatory School (NAPS) is located on Naval Station Newport in historic Newport, Rhode Island. The mission of the Naval Academy Preparatory School is to enhance midshipman candidates' moral, mental, and physical foundations to prepare them for success at the U.S. Naval Academy. The ten-month course of instruction at NAPS, lasting from August through May, emphasizes preparation in English Composition, Mathematics, Chemistry, Physics, and Information Technology. Demanding military, physical and character development programs complement the academic preparation to fully prepare students for the challenges of life at a service academy. As part of the physical development program, NAPS offers a varsity athletic program that competes against other preparatory schools, junior colleges and college junior varsity teams.

Description:

Purchase of Miscellaneous Riddell Athletic Equipment for Midshipman Candidates aboard the Naval Academy Preparatory School (NAPS) in Newport, RI.

Required Delivery Date: *As Soon As Possible*

X Specific characteristics of the material or service that limit the availability to a Brand Name Only (unique features, function of the item, etc.). Describe in detail why only this suggested Brand Name can furnish the requirements to the exclusion of other Brand Names.

- The United States Naval Academy (USNA) has been using Riddell brand athletic and sports equipment on all its sports programs, most especially – the Riddell brand protective equipment. The requested athletic equipment from Riddell would provide for NAPS athletes an effective and

seamless transition to the USNA athletic programs without the additional burden of re-training, familiarization, fitting, adjustment and adaptation to the said athletic gear.

- Only the requested brand name sports gear will seamlessly fit into the current inventory on hand. Having the same brand, model and style of equipment enables the NAPS Athletic Program to have an effective and efficient oversight and management of its inventory. It also allows for consistency and standardization for athletic trainers to fit athletes with the corresponding equipment across the board.

- Market research indicated that there are other brands of sports and athletic equipment in the market today; however, procuring other than Riddell brand items would require substantial capital outlay on behalf of the government in terms of duplication costs (in training, inventory, staffing, management, performance, etc.). This would also result in unacceptable delays in fulfilling the customer's operational commitments and completion of its mission objectives.

- No other known brand name sports equipment to date can satisfy this government need.

X The requested material or service represents the minimum requirements of the government.

CHECK & FILL IN ALL APPLICABLE BLANKS BELOW

X The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

The requested athletic equipment needs to be compatible with the existing assets on hand (Riddell) for interchangeability of parts and components.

X A patent, copyright or proprietary data limits competition.

The proprietary data is owned and maintained by Riddell Company.

X These are "direct replacements" parts/components for existing equipment.

The requested Riddell sports equipment will be used to replace the current government-owned equipment aboard NAPS and to add additional equipment for new students.

X Other information to support a brand name buy:

All requested replacement parts and components must be from the same manufacturer/brand (Riddell) in order to meet safety standards and replacement warranties of existing equipment.

I CERTIFY THAT STATEMENTS CHECKED, AND INFORMATION PROVIDED ABOVE,
ARE COMPLETE AND CORRECT TO THE BEST OF MY KNOWLEDGE. I
UNDERSTAND THAT THE PROCESSING OF THIS BRAND NAME JUSTIFICATION
PRECLUDES THE USE OF FULL AND OPEN COMPETITION.

Signature: Brian K. Brown

Title: *NAPS Athletic Director*

Activity: *NAPS Newport, RI*

Date: 5/4/2016

Contracting Officer Signature: _____



Date: 5/4/16

SAP Brand Name _____